

DISSERTATION

ON

**UNVEILING THE MARKET POTENTIAL:
MARKET RESEARCH AND BRAND STRATEGY
FOR TELMISARTAN, A NOVEL HYPERTENSIVE
DRUG**

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(2022-24)

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Introduction:

Hypertension remains a prevalent health concern globally, contributing significantly to morbidity and mortality rates. Despite the availability of hypertensive drugs, many patients struggle to manage their condition effectively. This dissertation delves into the development and introduction of an innovative hypertensive medication by a recently established pharmaceutical company. By examining market demands, identifying target consumers, and formulating a comprehensive brand strategy, this study aims to ensure a successful market launch. The insights gained will not only facilitate the promotion of effective hypertensive drugs but also have a positive impact on public health outcomes.

Research Questions:

What brand positioning and communication plan would be most effective for a newly launched hypertensive drug?

Objectives:

- Conduct market research to identify preferences and unmet requirements among hypertensive patients considering medication options.
- Develop a comprehensive brand strategy, including target audience identification, brand positioning, and communication tactics, for a new hypertensive medication.
- Evaluate currently available hypertensive drugs and their promotional approaches.

Hypothesis:

A well-crafted brand strategy for Telmisartan, a novel hypertensive drug, guided by market research and entrepreneurial thinking, can establish a competitive foothold in the hypertensive medication market.

Materials and Methods:

Study Design: Mixed-methods approach.

Setting: The research will be conducted in India.

Study Population:

Inclusion criteria: Hypertensive patients aged 18 and above considering medication.

Exclusion criteria: Individuals with severe medical conditions.

Study Tools:

Quantitative: Online survey to assess hypertensive patient attitudes and needs regarding medication options.

Qualitative: Focus groups with hypertensive patients to explore their experiences and preferences in-depth.

Secondary data analysis: Market research reports on hypertensive drugs.

Duration of Study: 3 months (estimated)

Sample Size:

Quantitative: Secondary data will be critically reviewed and integrated with primary data findings to provide a comprehensive understanding of the market landscape and consumer preferences.

Qualitative: Focus groups (10-12 participants each).

Sampling Technique: Convenience sampling for online surveys, purposive sampling for focus groups.

Data Collection Procedure:

Online survey distributed through relevant online platforms.

Focus groups conducted in a private setting with a moderator.

Secondary data analysis from credible sources.

Operational Definitions:

Hypertensive Patient: Individuals diagnosed with hypertension seeking medication for management.

Hypertensive Medication: Any drug or treatment intended to manage hypertension.

Data Analysis Plan:

Quantitative data will be analyzed using descriptive and inferential statistics (if applicable) with statistical software (e.g., SPSS).

Qualitative data will be analyzed thematically using qualitative data analysis software (e.g., NVivo).

Secondary data will be critically reviewed and integrated with primary data findings.

Ethical Considerations:

Informed consent will be obtained from all survey participants and focus group attendees.

Data will be anonymized and stored securely.

Confidentiality of participant information will be maintained.

Implications of Research:

The findings of this research will contribute to the development and marketing of effective hypertensive medications. By addressing the specific needs and preferences of hypertensive patients, the proposed new drug has the potential to improve medication adherence and health outcomes. Additionally, the brand plan framework developed in this study can be adapted by other pharmaceutical companies launching new hypertensive drugs.

References: